



U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**

# **Technical Assistance for EMS Providers in Montana on Trauma Prevention**

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## **Final Report**

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## TABLE OF CONTENTS

Abstract.....	1
Task I.....	2
Task II.....	3
Task III.....	4
Task IV.....	7
Task V.....	8
Task VI.....	8
Task VII.....	8
Summary.....	9
Attachments.....	10
A: Project Workplan.....	10
B: Ambulance Service Representatives.....	13
C: Ambulance Service Letter.....	19
D: Training Program Agendas.....	23
E: Media Accounts.....	27
F: Materials Developed Under Contract.....	31



## ABSTRACT

On June 6, 1986, the Department of Transportation/National Highway Traffic Safety Administration, released a request for proposal (RFP) calling for the design, development and conduct of a statewide program, "to provide technical assistance to Emergency Medical Service (EMS) providers on trauma prevention", specifically in the importance of Highway Traffic Safety Issues. The purpose of this project as summarized in the objectives listed in the RFP include: alerting EMS providers to the importance of their role in trauma prevention; encouraging those EMS providers to conduct trauma prevention awareness programs both to their peers and to the general public in their local communities; and involving the EMS system in the current networking support program.

On July 19, 1986 the Critical Illness and Trauma (CIT) Foundation responded to that RFP with a proposal to conduct such a program in cooperation with the agencies who were currently active in promoting Highway Traffic Safety Issues within Montana. Two training programs were proposed aimed at increasing the awareness and encouraging the promotion of trauma prevention by EMS Providers. The educational sessions were conducted at two successive semi-annual statewide educational conferences sponsored by the Montana EMS Association. Additionally, the CIT Foundation proposed to develop literature including a poster and brochure that would be "Montana" specific and link Emergency Medical Services with the current occupant safety system networking effort in state. The agencies which participated included: the Montana EMS Bureau, the Montana Highway Traffic Safety Administration, the Montana Safety Belt Coalition, and the Montana EMS Association.

During the initial phase of the project, up to and including, the first training program the primary focus of the project was on the utilization of occupant safety systems in both private and emergency vehicles. During the second phase of the project, the focus broadened to include other Highway Traffic Safety issues such as alcohol consumption and driving, utilization of motorcycle helmets, and awareness of the EMS system. The inclusion of the additional topics was possible due to an increase in the presentation time available at the second conference. Highlights of the project included: strong attendance and satisfaction with the two training programs, a successful incentive contest with the winner attending a national EMS conference, the positive intergration of EMS providers into the networking system which contributed, in part, to the passage of the mandatory safety belt law and, lastly a significant increase in the awareness of EMS providers relative to the importance of their role in trauma prevention issues.

Overall the project can safely be called a success. One of the reasons for the ultimate success of the project was the fact that in many rural communities EMS providers are looked upon as a community leaders. This, coupled with the facts that EMS personnel are already active in various forms of prevention programs, i.e. prudent heart living and poison control, and that a great number of EMS personnel are experienced in conducting training programs make them a natural choice for further promulgation of Highway Traffic Safety awareness efforts.

The remainder of this report deals with the work which was completed on the project in relation to the specific objectives, tasks, and requirements of the contract.

#### TASK I: Review Existing Material and Existing State Injury

##### Prevention Plans

Prior to, and continuing after the signing of the contract, contacts were made with a number of agencies, including those listed in the abstract as well as the Dealer's Safety and Mobility Council and DOT/NHSTA in Washington, DC, soliciting information about existing materials and programs. The cooperation of those agencies resulted in the receipt of a tremendous amount of information regarding current programs, samples of existing materials, and resource lists of groups and individuals willing to cooperate with the effort. Additionally, the CIT Foundation requested a list of principal investigators and project coordinators from similar previous contract awards in an attempt to identify aspects of those projects which were successful so that they could be incorporated into this project.

While the majority of this task was completed prior to the project's official beginning and finished shortly thereafter, a later effort to identify existing materials became necessary with the addition of other Highway Traffic Safety topics, e.g. alcohol prevention, to the second training program.

Through the contacts made during the project, a wealth of new information and products were obtained which emphasized the importance of prevention and helped to generate enthusiasm in the participants who ultimately promoted those concepts. The DOT/NHTSA proved to be an invaluable resource which resulted in the project being able to address the issues with the most current materials available. Additional material and support were provided by the Montana Highway Traffic Safety Administration and the Montana Safety Belt Coalition.

## TASK II: Develop a Trauma Prevention Program Plan

In an attempt to ensure a quality outcome for the project, and to involve the participating agencies, an Advisory Committee for the grant project was formed. Members of that committee included: Albert Goke, Administrator, Montana Highway Traffic Safety Administration; Michael Stephens, Executive Director, Montana Safety Belt Coalition; Linda Williams, Past President, Montana EMS Association; Drew Dawson, Chief Montana EMS Bureau; Nels Sanddal, Executive Director, CIT Foundation; and Ted Wolny, Project Coordinator. A meeting was conducted on October 2, 1986 to orient the committee to the project, review the objectives and purpose of the grant, and to request input into the project's workplan which was refined during this meeting. A copy of the approved workplan is attached as Attachment A.

An incentive program was discussed with various ideas presented on what has been successful in past endeavors. Based on the discussion and facts presented, the CIT Foundation assumed the responsibility for arranging the details and developing the contest.

Other items brought up for discussion at the Advisory Committee meeting centered around how each agency could contribute to the project, what has been effective in changing behavior in the past, and what strategies might be improved upon to increase their effectiveness. Contributions from the participating agencies included: the use of agenda time to conduct a training workshop at each of the Montana EMS Association's semi-annual educational conferences; quantities of materials; funds to cover printing expenses of some materials either not available in sufficient quantity or not specific enough and, rewards to be used with an incentive program.

The final topic of discussion at the Advisory Committee meeting was the development of Montana specific and materials such as posters and brochures emphasizing EMS's concern with Highway Traffic Safety issues. Each agency offered to assist in the eventual development or production of such materials.

The refined workplan provided for a training program to be conducted at each of the Montana EMS Association's semi-annual conferences. In the beginning it was assumed that both of these training programs would utilize the DOT/NHSTA curriculum titled "Occupant Restraint Systems: Lesson Plans and Instructor's Guide for Emergency Medical Services Personnel". It was later realized that the topics for the second training program could be expanded from more than occupant safety systems to other Highway Traffic Safety issues. The intent of both training programs was to familiarize the participants with the importance of preventing trauma and to generate enough enthusiasm so that the participants would present training programs in their local communities. An additional proposed outcome of the training programs was to have the EMS responders establish a working relationship with the networking system already established in the state.

It was agreed that there should be two target audiences at the first conference due to the larger general session format. The first (larger) group was identified as those who would be attending the program as a conference participant, and the other (smaller) group would be individuals interested in promoting trauma prevention in their local communities. While both groups were addressed, an effort was made to make the smaller target audience feel special. Two participant packets were developed. The first contained general information about the workshop objectives and materials that would appropriately support an awareness program. The second packet contained more specific information in regards to the program as a whole and was designed to provide the resources and materials necessary to assist the representatives in presenting the awareness programs in their local communities. Each conference participant received the first packet while only those representatives interested in continuing the effort received the second. A list of those representatives is contained as Attachment B.

The project workplan proved to be a valuable tool in keeping the project on task and was followed closely throughout the project. The only deviance from that workplan was the broadening of the topics which were discussed at the second trauma prevention workshop. This change was made only after conferring with the contracting officer's technical representative. As outlined in the workplan the main objective of this project was to familiarize the the EMS community to the importance of prevention issues and generate enough enthusiasm so that the EMS providers would actively present these concepts in their local area.

### TASK III: Implement Prevention Plan

The Fall Semi-Annual Educational Conference of the Montana EMS Association was held on November 7, 8, and 9, 1986. Since this contract was executed on September 22, this necessitated moving rather rapidly through Tasks I and II in order to prepare for the first program presentation. On October 7, 1986, letters were mailed to the director of each ambulance service licensed in the state (n=106). The letters explained the purpose of the grant and invited a representative from each of those services to participate in the effort. Enclosed with the letters were self addressed postcards that requested the name and mailing address of the representative indicating that s/he was interested in participating. A copy of the letter is attached in Attachment C. That mailing brought responses from twenty two (22) services from across the state. Follow up letters detailing more information about the program were mailed to the twenty two respondents on October 30, 1986.

The incentive program was developed and designed to reward the most active representative through the evaluation of three categories. The first category was the total number of presentations conducted, which accounted for twenty five (25) per cent of the score. Secondly, the total number of participants at the presentations accounted for another twenty five (25) per cent. Lastly the percentage of signed pledge cards in ratio to the attendance list accounted for the final fifty (50) percent of the scoring total. A copy of the pledge card is included as Attachment C. Some of the prizes which were presented included: the winning squads' picture on the above mentioned "Montana" specific occupant safety systems materials, infant car carriers so that the winning squad would be encouraged to initiate a loaner program in their community, and a trip for the winning representative to the National Association of EMTs Annual Educational Conference which was held in Biloxi, MS, on April 30 - May 3, 1987.

A program agenda for the first conference presentation was developed and the presenters were confirmed. All necessary presentation aids and demonstration materials were arranged in advance through the conference planner of the Montana EMS Association. Lesson one; entitled "Saving Lives Through Educating the Public" from the Occupant Safety Systems for EMS Personnel curriculum was used to provide the basic facts about occupant safety systems. Lesson two titled "EMS Involvement in Prevention" was also used to demonstrate the importance and appropriateness of EMS involvement in trauma prevention. Joseph D. Hansen, Director of the Sweet Grass County Ambulance Service and a substantial contributor to the "Occupant Safety System Curriculum" presented Lesson One. Linda Williams, Past President of the Montana EMS Association and contributing author of the Critical Trauma Care by the Basic EMT course, presented Lesson Two. In addition, Michael Stephen, Director of the Montana Safety Belt Coalition gave a short presentation on the Coalition's efforts. A copy of both training programs complete agendas are contained in this report as Attachment D

Materials for both packets were procured from various agencies, and/or were developed and duplicated. A special note of appreciation is in order to Susan Ryan, of DOT/NHSTA for delivering a substantial portion of the materials in a timely manner. While the two hours allotted on the conference agenda provided ample time to present the sections of the curriculum devoted to educating EMS providers about occupant safety systems and demonstrating why it is important for EMS personnel to become involved in the effort, there was insufficient time to explain the logistics of the program or to answer any questions from participants. To remedy this problem a breakfast social was arranged. The 22 ambulance service representatives who had been previously identified as being interested in informing the public in their own local areas and others expressing an interest after the initial presentation were invited. The breakfast social provided an opportunity to review the contents of the instructor's packet; explain in greater detail the logistical aspects of the program including the incentive contest; and to facilitate a question, answer and get acquainted period.

The conference had two hundred and nine people (209) registered with an estimated one hundred seventy five (175) in attendance at the general session workshop in which the occupant protection program was presented. The program was conducted flawlessly and, as a result the number of participants expressing further interest increased substantially. At the Saturday breakfast social instructor/coordinator packets were distributed to thirty five (35) individuals representing approximately one third of the ambulance services in the state. The abundance of questions, new ideas and the enthusiasm of the group was remarkable.

The continuation of this task centered around the conduct of the second workshop. It was anticipated that the number of participants attending the workshop would be smaller than at the first workshop. The rationale behind this reasoning was twofold. First, the conference was to be a "track style" format as opposed to the general assembly format used at the first conference. Secondly, this conference was scheduled in a rural area where the population is more geographically dispersed. While these two factors did limit the size of the audience, it allowed the program to broaden it's scope and offered the opportunity for a higher quality interaction. The Montana EMS Bureau again made their allotted track at the statewide educational conference available for the use of the project.

The title "Promoting Highway Traffic Safety Issues" was agreed upon, a program agenda was developed and the presenters were confirmed. The agenda was divided into three segments. The first section was presented by Linda Williams, the Past President of the Montana EMS Association, and dealt with the importance of promoting prevention issues. The second segment was presented by the Project Coordinator, Ted Wolny and discussed what happens when our best efforts at prevention fail, namely use of the EMS System. The last part of the program provided an overview of the different delivery methods for promoting these issues and a look at some of the programs that are or will soon be available. This last section was presented by Nels Sanddal, Executive Director of the Critical Illness and Trauma Foundation. Presentation equipment and aids were arranged in advance through the conference planner of the Montana EMS Association.

Content materials for the program were procured from a variety of agencies. The majority of materials came from U.S. DOT/NHTSA and the Montana Highway Traffic Safety Administration. Most of the materials were in the form of packaged programs with audio visual aids. A special thanks is in order to DOT/NHTSA for making available two prototype public service announcement programs soon to be released, "The Driver" and "Don't Guess Call EMS" as well as arranging for a set "Vince and Larry" costumes to be used at the workshop.

This second training program was conducted at the Montana EMS Association's Spring Educational Conference. This semi - annual conference was held on March 27 - 29, 1987 in Glasgow, MT. The conference was attended by 120 participants mainly from eastern, rural Montana. The Saturday morning workshop track was scheduled with three other tracks being presented simultaneously. Even with competition from the other tracks the presentation drew more than one third of the conference attendees. Some of the presentation's highlights were an appearance by Vince and Larry and the announcement of the incentive program winner. Mary Kay DeMers of Jefferson City, MT, and a member of the Clancy Quick Response Unit won the prize of a free trip to the National Association of EMT's Annual Educational Conference to be held in Biloxi, MS. Mary Kay will also have her picture featured on a Montana safety belt poster and brochure developed under this project. A copy of those materials are contained in Attachment F. To win this honor Mary Kay delivered awareness programs to local service clubs and schools and returned over 425 pledge forms acknowledging the participant's willingness to wear safety belts.

#### TASK IV: Networking at the State and Local Level

With the inclusion of agencies already mentioned on its Advisory Committee, the project demonstrated from the beginning that it would utilize and strengthen the existing networking system. EMS providers were introduced to the system through the conference workshops and can hopefully utilize the participating agencies as resources for the procurement of materials, resources, and possibly funding. That same EMS provider who is viewed as a respected community leader can only enhance or strengthen the image and position of a system that accomplishes its goal by reaching out to individuals. The EMS provider may even be able to provide a longer lasting effect with his or her presence serving as a reminder to community members in comparison to others attempting similar efforts.

As a result of contacts made throughout the project, The CIT Foundation has been involved in the networking of occupant safety systems on a number of levels. This involvement has included the introduction of EMS providers into the current networking systems, distributing materials to people interested in presenting awareness programs, and serving as a referral service to the Montana Safety Belt Coalition and the Montana Highway Traffic Safety Administration. A few of the special programs which were cooperatively sponsored and conducted by the CIT Foundation and the Safety Belt Coalition have included: a special training workshop presented by the CIT Foundation to twenty five participants selected by the Coalition to promote occupant safety systems in rural Montana, delivery of awareness programs at the local schools utilizing "Vince and Larry", and appearances of Vince and Larry around the capitol area during the current legislative session on the day which mandatory seat belt legislation passed the house. Attachment E contains local paper and newsletter accounts of this campaign.

#### TASK V: Trauma Prevention Workshop

The proposal submitted to DOT/NHSTA used as its central focal point the two semi-annual conferences of the Montana EMS Association to conduct the Trauma Prevention Workshop specified in the RFP. As discussed under Task III the first program was conducted November 7, 1986 in Bozeman, Montana. The second training program was conducted at the Montana EMS Association's Spring Educational conference. This conference was held in Glasgow, Montana on March 27 through the 29 of this year. Combining the workshops with central EMS conferences was the most logical way to guarantee reaching the greatest number of providers. This is especially true when dealing with limited funds and time in a state of Montana's vastness and sparsity of population.

#### TASK VI: Participate in Lifesaver's Conference

The CIT Foundation's Executive Director, Nels Sanddal was invited to participate as a faculty member at the Lifesavers/5 Conference conducted December 9 through the 13, 1986 in San Diego, California. As a faculty member he served on two panels with one being specifically to report on and discuss the progress and success of this grant project. The second panel had Mr. Sanddal and other experts in the EMS field discuss the utilization of EMT and other EMS providers in prevention issues at the community level. These panel discussions and the other tracks sponsored at the DOT/NHTSA conference were important in generating information and contacts to assist not only with this project but also future prevention projects.

#### TASK VII: Conduct an Evaluation

The evaluation of attitudes and opinions toward safety belt utilization has been measured at the workshops by administering the survey contained in the "Occupant Safety Systems Curriculum". Out of the 250 surveys completed, a high percentage, 86%, scored 75% or better on the knowledge portion of the survey. The majority of knowledge questions answered incorrectly dealt with percentages or mechanical concepts. An even higher percentage, 97%, were judged to have a positive opinion of safety systems and their role as EMS providers in the promotion of trauma prevention. While the numbers of satisfaction evaluation forms completed were insufficient to draw valid conclusions, anecdotally the requests for new and current programs and materials voiced by the participants of workshops was gratifying. The Montana EMS Association compiled satisfaction data from the participants of the conference and this project's tracks received very positive comments.

In it's entirety the project presented it's training program to over 300 EMS personnel and related professionals at the statewide EMS conferences. It specifically trained and assisted 28 EMS representatives from ambulance services in varied locations across the state of Montana. These representatives in turn presented awareness programs to over 1300 people in there respective local communities. This high degree of satisfaction and involvement is witness to the success of this project.

#### Summary

In looking at the success or failure of a project, one usually looks at whether the goals and objectives conceived at the beginning of the project have been accomplished. In those terms this project has been an overwhelming success. Where this project stands out is in the fact that it will continue to be a success after the project is officially completed. The future involvements of the EMS personnel in Montana and the efforts of the CIT Foundation and the other participating agencies in Highway Traffic Safety issues will continue to project that success. This project has given the EMS providers in Montana another opportunity to do what they do best; care about people.

**ATTACHMENT A**

**Project Workplan**

WORKPLAN  
TECHNICAL ASSISTANCE FOR EMS PROVIDERS ON TRAUMA PREVENTION

DRAFT/FOR DISCUSSION ONLY

Milestone I ----- Contract Award  
(Sept. 25, 1986)

Milestone II ----- Advisory Committee Meeting  
(Oct 2, 1986)

- : Objectives and Workplan Review
- : (Advisory Committee)
- :
- : Develop Strategy for MEMSA Conference
- :
- : 1. Participant Packet
- :
- : 2. Curriculum Refinement
- :
- : 3. Data Gathering Tool
- :
- : a. Satisfaction Data
- : b. Measurement of Attitude Change
- :
- : Interface with Current Networking System
- : Efforts
- :
- : Identify Existing Support Materials
- :
- : Letters Mailed to Ambulance Services
- : Explaining Program
- :
- : Develop Instrument for Tracking Local
- : Presentations
- :
- : Develop Participation Incentive Program
- :
- : Investigate Funding Source for Printing
- : (Curriculum + Materials)
- :

Milestone II ----- Presentation at MEMSA Conference  
(Nov 7, 1986)

- : Gather Data
- :
- : Analyze Data and Determine Efficacy of
- : Program
- :
- : Make Necessary Additions and Revisions
- : in Networking Support System
- :
- : Advertise Participation Incentive

:  
 :  
 :  
 Milestone III ----- Initial Development of Montana Specific  
 (Nov 30, 1986) Support Materials  
 :  
 : Continuation of Program  
 :  
 : 1. Analyze What Works  
 : 2. Make Necessary Additions/Revisions  
 :  
 Milestone IV ----- Present Report at Lifesavers Conference  
 (Dec 7-10, 1986) in San Diego  
 :  
 : Letters Mailed to Ambulance Services  
 : Advertising Program  
 :  
 : Quarterly Report  
 :  
 Milestone V ----- Presentation at MEMSA's Spring Conference  
 (April 4,5, 1986)  
 : Progress Report to Attendees  
 :  
 : Gather Data  
 :  
 : Analyze Data  
 :  
 : Quarterly Report  
 :  
 : Provide Camera Ready Prototype of Montana  
 : Specific Trauma Prevention Materials  
 :  
 : 1. Announce Contest Winner  
 :  
 : 2. Investigate Funding Source for  
 : Quantity Duplication  
 :  
 : Continued Networking and Support for Local  
 : Areas  
 :  
 Milestone VI ----- Final Report  
 (June 30, 1986)  
 :  
 :  
 :

**ATTACHMENT B**

**Ambulance Service Representatives**



Ambulance Representatives to the OSS/EMS Providers Program

Joe Parenteau  
Havre Fire Department  
520 4th St.  
Havre, MT 59501

Joe Hansen  
Sweet Grass County Ambulance  
P.O. Box 369  
Big Timber, MT 59011

Dale Enerson  
Philips County Ambulance Service  
P.O. Box 146  
Malta, MT 59538

R. Mark Zandhuisen  
Stat Ambulance  
621 3rd St. So  
Glasgow, MT 59230

Paul Latka  
Glendive Ambulance Service  
1023 South Rosser Avenue  
Glendive, MT 59330

Scott Miller  
Sheridan County Ambulance  
306 S. Olive  
Plentywood, MT 59254

Bill Newell  
Deaconess Medical Center  
P.O. Box 2547  
Billings, MT 59103

Earl Neff  
Richland County Ambulance  
411 4th Street SE  
Sidney, MT 59270

Rick Bandy  
Fallon County Ambulance  
P.O. Box 27  
Baker, MT 59313

Norma Larson  
Laurel Vol Ambulance  
P.O. Box 306  
Laurel, MT 59044

Eric Esp  
Columbus Ambulance Service  
216 Carr Ave  
Columbus, MT 59190

Ennis Ambulance Service  
P.O. Box 147  
Ennis, MT 59729

Hank Harshner  
Lima Ambulance Service  
P.O. Box 106  
Lima, MT 59739

Jackie McGill  
Augusta Ambulance Service  
P.O. Box 408  
Augusta, MT 59410

Linda Williams  
Fort Benton Ambulance  
P.O. Box 1204  
Fort Benton, MT 59442

Marion Ferguson  
Musselshell County Ambulance  
1216 1st E  
Roundup, MT 59072

Penny R. Todd  
Ruby Valley Ambulance Service  
P.O. Box 98  
Alder, MT 59710

Bob Sobolik  
Bicsak Ambulance Service  
514 9th Ave. So.  
Great Falls, MT 59405

Joan Larsen  
West Yellowstone Ambulance Corps  
P.O. Box 765  
West Yellowstone, Mt 59758

Lynn Wood  
Ravalli County Ambulance Service  
N.W. 229 Bowman Rd.  
Hamilton, Mt. 59840

Sally Buckles  
Boulder Ambulance Service  
Boulder, MT 59632

Cliff Halls  
Halls Ambulance Service  
Bozeman, MT 59715

Lincoln Ambulance Service  
P.O. Box 455  
Lincoln, MT 59639

Jesse Ambulance Service  
Garry Wallace  
P.O. Box 41  
Broadus, MT 59317

Alan Green  
Gardiner Ambulance Service  
P.O. Box 307  
Gardiner, MT 59030

Jack Thomas, Chief  
Seeley Lake QRU  
P.O. Box 475  
Seeley Lake, Mt 59868

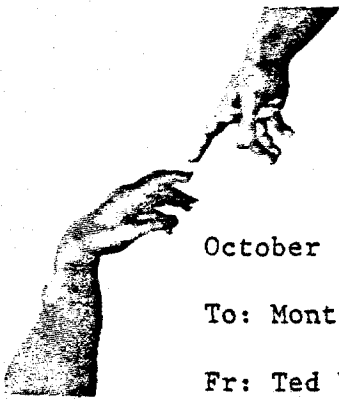
Mary Kay DeMers  
Clancy QRU  
Jefferson City, MT 59638



ATTACHMENT C

Ambulance Service Letter





# CRITICAL ILLNESS AND TRAUMA FOUNDATION

P.O. Box 656 • 102 West Centennial  
Boulder, Montana 59632  
(406) 225-4224

October 7, 1986

To: Montana State Ambulance Service Directors

Fr: Ted Wolny, Assistant Director, CIT Foundation

Re: Trauma Prevention Program

The Critical Illness and Trauma Foundation has received a grant from the U. S. Department of Transportation's National Highway Traffic Safety Administration to provide "Technical Assistance to EMS Providers in Trauma Prevention", specifically the use of occupant safety systems in automobiles. The Critical Illness and Trauma Foundation is a nonprofit educational foundation formed by a group of concerned professionals interested in establishing a vehicle through which research and training could be conducted which would positively influence those individuals who fall suddenly ill or are seriously injured.

This grant provides for two workshops, to be conducted at the Montana EMS Association's educational conferences, to inform the EMS providers of the value of occupant safety systems to ambulance personnel while driving in an emergency vehicle. Emergency vehicles are involved in substantially higher rates of accidents per miles traveled than conventional vehicles. The participants of these workshops will be able to train their fellow squad members in the use of occupant safety systems.

Secondly, the grant will provide technical support to the EMS providers who elect to inform the general public about occupant safety systems in their local community. It has long been a practice of EMS providers to educate lay people on prevention issues such as prudent heart living and poison control, so why not trauma prevention? As difficult as it is to believe sometimes, EMS providers are looked upon as a central focal point in many communities and are a perfect place to begin the educational process of trauma prevention. There has been significant success in the other prevention measures and now is the time to do something about the nation's number one killer, trauma.

We hope through this grant to be able to provide, not only the workshops for the EMS providers, but support to those providers in the form of technical materials, e.g. posters, brochures, bumper stickers and resource lists, for agencies such as MADD or Seat Belt Coalitions on a state and local basis.

While the MEMSA sessions will be open to all who attend, we want to establish a special contact person with each ambulance service. We are extending an invitation to your squad to be among the ambulance services from across the state to be represented at the workshop. If a representative from your squad is planning on attending please take a moment to complete and return the enclosed postcard. There is an incentive program which could provide statewide exposure for your ambulance service as well as gifts for a member of your squad.

We can make a difference!



**ATTACHMENT D**

**Training Program Agendas**



Occupant Safety Systems and Emergency Medical Service Providers

Montana EMS Association's Educational Conference

November 7, 1986  
Agenda

- 3:00 - 3:10      Introductions, Background, and Objectives  
                 Nels D. Sanddal, Director CIT Foundation
- 3:10 - 4:00      Saving Lives Through Educating The Public  
                 Joseph D. Hansen, REMT-A Contributing Author  
                 US DOT Occupant Safety Systems  
                 Curriculum
- 4:00 - 4:30      EMS Involvement In Prevention  
                 Linda Williams, B.S., REMT-A, Past President MEMSA  
                 Author and I/C Critical Trauma Care
- 4:30 - 4:45      Driving Home The Point  
                 Micheal Stephens, Director Montana Safety Belt  
                 Coalition
- 4:45 - 5:00      Summary, Announcements  
                 Nels D. Sanddal, Director, CIT Foundation

PROMOTING HIGHWAY TRAFFIC SAFETY ISSUES

Montana EMS Association's Spring Educational Conference  
Cottonwood Inn                      Glasgow, MT  
March 28, 1987

Presented by:

The Critical Illness and Trauma Foundation

8:00 - 8:15	Welcome, Introductions, and Objectives  Linda Williams, Coordinator Chouteau County EMS Disaster and Emergency Services
8:15 - 9:00	The Importance of Prevention  Linda Williams
9:00 - 9:15	Break
9:15 - 10:00	When Prevention Fails  Ted Wolny, CIT Foundation
10:00 - 10:15	Break
10:15 - 11:30	The mechanics of Promoting Safety Issues  Nels Sanddal, Director, CIT Foundation
11:30 - 11:45	Summary, Wrap Up

**ATTACHMENT E**  
**Media Accounts**



# Conference Scenes



Vince and Larry in Glasgow



The vending area is always exciting



Rescue Track



Rescue Track

# THE BOULDER MONITOR

35 Cents

Serving Jefferson County Over 75 Years

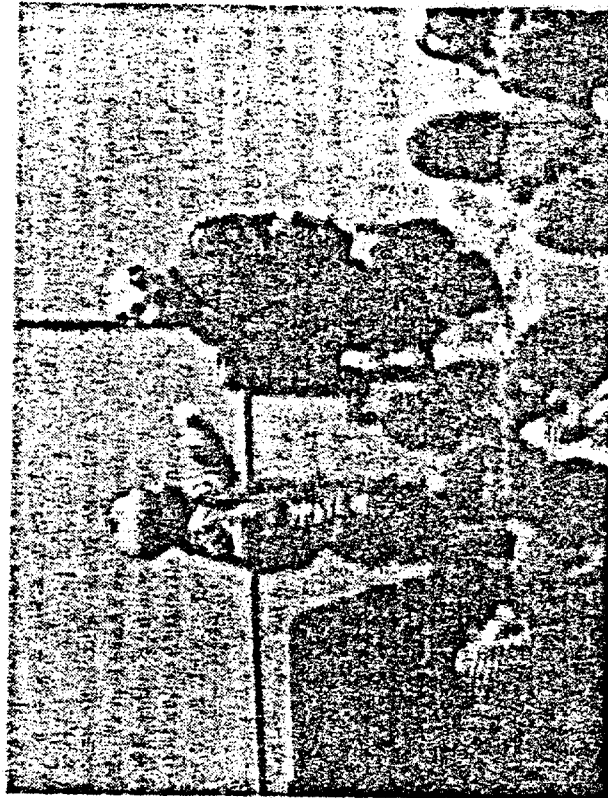
Vol. 74 No. 1

USPS 061880

P.O. Box 60 Boulder, Montana 57801

Thursday, April 3, 1987

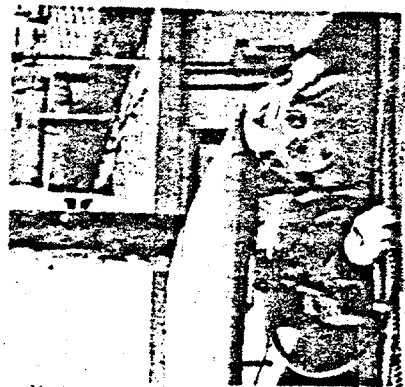
## Vince And Larry Visit Boulder Grade School



Pictured are Vince and Larry (aka Nels Sanddal and Ted Wolney, both of Boulder) giving a presentation to Boulder Elementary School students. Vince and Larry explained to the students the many reasons why everyone should wear seatbelts.

On Monday afternoon the students at Boulder Elementary School were treated to a program dealing with seat belt safety. Included in the program were Vince and Larry of

national television fame, discussion with the audience by Stephanie Mehus, local EMT, and a film was shown. Mehus opened the program asking how many of the students



Vince graphically illustrates at Aaron's Exxon why you should wear a seatbelt.

wore seat belts while traveling in a car. She then told them how seat belts work, how many children and adults are injured and killed each year in automobile accidents. She then explained how by wearing seat belts these injuries and fatalities could be greatly reduced.

The program continued with a film and personal appearances by Vince and Larry further illustrating the many benefits from simply "buckling up" when riding in a vehicle.

The program was sponsored by the Critical Illness and Trauma Foundation, Inc., Montana Seat Belt Coalition and Boulder Ambulance Service.

ATTACHMENT F

"Montana" Safety Belt Poster and Brochure Proof

Note: The photography for the pictures on the brochure and poster has been completed and the color separation has been prepared. We are currently seeking funding support to print these materials.



## BUCKLE UP, MONTANA

Some people know a good thing when they see one. Emergency Medical Service (EMS) Providers, the paid and volunteer attendants who man the Ambulances and Quick Response Units are such people. Each year EMS Providers respond to over 39,000 fatal motor vehicle accidents resulting in the deaths of over 45,000 occupants. EMS Providers know that a significant number of these deaths and serious injuries could have been reduced or prevented had the occupants been wearing their safety belts.

The fact is, if 70% of the nation's population would utilize their safety belts, 9,140 lives would be saved each year and 327,000 injuries would be reduced or prevented. Additionally, the conservative estimate of 30 billion dollars a year that road trauma costs the nation could be significantly lowered.



*Why do you think they call them accidents?*

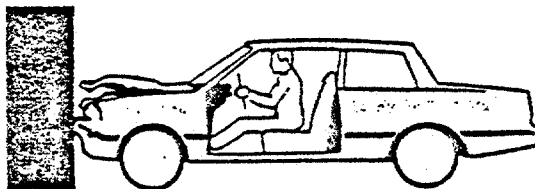
Obviously nobody intends to have them. But you'll probably have more than one accident in your lifetime. Traffic accidents are the leading cause of death for Americans under the age of 35. It's estimated that in the United States a fatal accident occurs every ten minutes.

Perhaps you are the safe driver and maybe you've never had an accident. You may be in control of your car but there are other drivers who are not. Some may have had too much to drink, or not enough sleep, or may not have seen the light change. *You can't control them.*

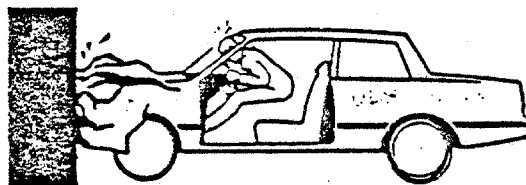
EMS Providers also know that the safest place to be in an accident is inside the car. Sure, they have heard the myths that it's safer to be thrown clear of the vehicle, and that the vehicle may catch fire or submerge, but that's what they are — **myths**. Occupants thrown clear of a vehicle are **25 times more likely to die** than those who remain in the car. Fire or submersion occurs in less than one half of

one percent of all accidents. If you happen to be in one of those extreme circumstances, you may be more capable of escaping if you are restrained and less seriously injured.

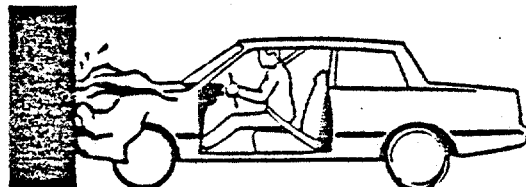
Motor vehicle accidents actually involve two crashes. First the vehicle hits an object, a tree or perhaps another moving car and it comes to an abrupt stop. Unrestrained passengers continue to fly toward the point of impact until they stop. That's the **second crash** and it can be a real killer. An unrestrained passenger can be catapulted forward with several thousand pounds of force.



*On impact, the car begins to crush and slow down. The person inside continues to move forward at the same speed the car was traveling. Within 1/10 of a second, the car has come to a stop, but the person is still moving forward.*



*1/50 of a second after the car has stopped, the unbelted person slams into the dashboard or windshield. This is the human collision.*



*With effective safety belts, the person will slow down as the front of the vehicle crashes. In most instances, the person will stop before his or her head or chest hits the steering wheel, dash or windshield.*

One last myth about safety belts. Some people say they wrinkle their clothes, but EMS Providers know that ambulance stretchers cause wrinkles too. So, take it from your local EMS Provider, safety belts are something they believe in and something you can't live without.

BACK

FRONT

This brochure was developed and made possible by:  
The Emergency Medical Service Providers of Montana  
The Critical Illness and Trauma Foundation  
The Montana Emergency Medical Services Bureau  
The Montana Safety Belt Coalition  
The Montana Highway Traffic Safety Administration  
The U.S. Department of Transportation  
The Montana EMS Association



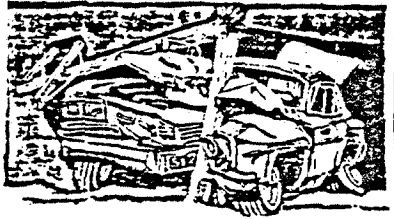
# EMS

## Emergency Medical Service Providers of Montana



NOTE: Actual poster is 17" X 22"

# ***BUCKLE UP NOW OR LATER***



*This Message Brought to You by  
Montana's Emergency Medical  
Services Providers.*







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**January 1988**